

Employee Demographic Report 2018

Prepared for: XYZ Company



	OVERALL		LENGTH OF SERVICE					GENERATION					GENDER		ETHNIC BACKGROUND						STATUS			JOB ROLE							DEPARTMENT												
	% Agreement	% Disagreement	Less than one year	One year to less than two years	Two years to less than five years	Five years to less than ten years	Ten years or more	Generation Z (Born after 1997)	The Millennial Generation (Born 1981 to 1997)	Generation X (Born 1965 to 1980)	The Baby Boomer Generation (Born 1946 to 1964)	The Silent Generation (Born 1928 to 1945)	The Greatest Generation (Born before 1928)	Female	Male	White (British, Irish, Other)	Black/Black British (Caribbean, African, Other)	Asian/Asian British (Indian, Pakistani, Bangladeshi, Other Asian)	Chinese/Chinese British (Chinese, any Other)	Mixed (White & Black Caribbean, White & Black African, White & Asian)	Any other Mixed	Full-Time	Part-Time	Board level	Head of business/general manager	Head of department (e.g. finance director, HR director)	Department manager (e.g. workshop manager, sales manager)	Member of staff – sales/service team	Apprentice/trainee	Administrative	Other	Management	Sales	Customer service	Accounts	Marketing/PR	Admin	HR	IT/systems	After sales	Parts	Bodyshop	Receptionist/host
Total number of responses: 255																																											
LEADERSHIP AND PLANNING																																											
I understand the long-term strategy of this dealership	87	8	94	82	90	87	90	0	93	88	87	x	0	87	92	100	x	90	x	0	0	87	x	80	x	98	84	87	79	x	x	90	x	x	x	85	x	x	x	100	85	x	89
I have confidence in the leadership of this dealership	80	10	90	74	83	73	100	0	83	81	76	x	0	78	89	80	x	85	x	0	0	80	x	90	x	93	79	78	58	x	x	82	x	x	x	83	x	x	x	100	83	x	89
The leaders of this dealership care about their employees' well being	80	12	88	77	72	77	100	0	79	79	80	x	0	80	82	80	x	82	x	0	0	80	x	80	x	88	78	82	63	x	x	76	x	x	x	85	x	x	x	86	85	x	78
Senior leaders live the core values of the dealership	82	9	82	84	79	83	90	0	79	84	83	x	0	83	86	80	x	85	x	0	0	82	x	90	x	89	76	87	67	x	x	89	x	x	x	83	x	x	x	100	83	x	78
There is adequate planning of departmental objectives	84	21	73	64	53	65	80	0	55	60	69	x	0	62	68	80	x	66	x	0	0	63	x	90	x	74	63	61	50	x	x	69	x	x	x	70	x	x	x	86	70	x	89
There is adequate follow-through of departmental objectives	66	18	81	60	59	67	90	0	69	63	67	x	0	68	70	80	x	69	x	0	0	66	x	70	x	77	68	63	46	x	x	66	x	x	x	72	x	x	x	86	72	x	78
The leaders of this dealership are open to input from employees	78	14	85	74	81	100	0	72	79	80	x	0	80	80	80	x	80	x	0	0	78	x	90	x	88	76	76	71	x	x	79	x	x	x	80	x	x	x	100	80	x	78	
Leadership and Planning - AVERAGE	77	13	85	74	73	76	93	0	76	76	77	x	0	77	81	83	x	80	x	0	0	77	x	83	x	86	75	76	62	x	x	79	x	x	x	80	x	x	x	94	80	x	83
CORPORATE CULTURE AND COMMUNICATIONS																																											
This dealership's corporate communications are frequent enough	84	9	90	82	81	77	100	0	83	84	80	x	0	81	88	100	x	83	x	0	0	84	x	100	x	89	84	80	79	x	x	87	x	x	x	85	x	x	x	100	85	x	89
This dealership's corporate communications are detailed enough	82	10	90	81	78	77	100	0	90	80	81	x	0	77	90	100	x	82	x	0	0	82	x	90	x	89	82	78	79	x	x	89	x	x	x	80	x	x	x	100	80	x	89
I have a good understanding of how this dealership is doing financially	73	14	77	64	70	81	100	0	69	74	76	x	0	69	76	80	x	73	x	0	0	73	x	80	x	89	75	72	67	x	x	76	x	x	x	80	x	x	x	86	80	x	89
I can trust what this dealership tells me	76	11	77	73	79	75	100	0	76	76	76	x	0	74	83	80	x	78	x	0	0	77	x	80	x	89	75	72	67	x	x	73	x	x	x	80	x	x	x	86	80	x	89
This dealership treats me like a person, not a number	82	13	79	81	84	79	100	0	79	81	83	x	0	79	89	80	x	83	x	0	0	82	x	90	x	95	78	80	75	x	x	76	x	x	x	87	x	x	x	100	87	x	89
This dealership gives me enough recognition for work that is well done	70	20	75	66	71	63	100	0	69	65	78	x	0	71	73	80	x	70	x	0	0	70	x	70	x	82	67	70	50	x	x	61	x	x	x	76	x	x	x	86	76	x	78
Staffing levels are adequate to provide quality products/services	54	30	77	51	50	42	50	0	66	50	50	x	0	54	58	80	x	56	x	0	0	54	x	50	x	56	57	55	42	x	x	56	x	x	x	52	x	x	x	86	52	x	78
Quality is a top priority with this dealership	72	19	85	70	66	67	80	0	90	68	67	x	0	68	80	100	x	74	x	0	0	71	x	80	x	72	78	70	58	x	x	71	x	x	x	80	x	x	x	86	80	x	89
Safety is a top priority with this dealership	85	2	91	80	79	87	100	0	93	85	79	x	0	90	83	100	x	86	x	0	0	85	x	80	x	88	91	86	67	x	x	83	x	x	x	90	x	x	x	100	90	x	83
I believe there is a spirit of cooperation within this dealership	85	6	88	79	86	87	100	0	86	85	87	x	0	85	88	100	x	85	x	0	0	85	x	100	x	89	86	85	75	x	x	85	x	x	x	91	x	x	x	100	91	x	89
My employer enables a culture of diversity	86	7	88	85	84	90	100	0	90	85	85	x	0	85	88	100	x	87	x	0	0	86	x	90	x	93	84	79	100	x	x	94	x	x	x	93	x	x	x	100	93	x	89
I like the people I work with at this dealership	98	2	98	97	96	98	100	0	90	99	98	x	0	98	96	100	x	97	x	0	0	98	x	100	x	100	99	97	92	x	x	98	x	x	x	98	x	x	x	100	98	x	100
At this dealership, employees have fun at work	88	6	88	85	91	87	100	0	90	88	89	x	0	86	94	100	x	89	x	0	0	88	x	100	x	96	86	85	83	x	x	92	x	x	x	89	x	x	x	100	89	x	89
I feel I can express my honest opinions without fear of negative consequences	81	13	85	79	79	79	100	0	76	81	78	x	0	84	82	80	x	83	x	0	0	81	x	60	x	93	84	79	63	x	x	79	x	x	x	89	x	x	x	86	89	x	89
Changes that may affect me are communicated to me prior to implementation	67	23	81	68	80	58	90	0	62	64	74	x	0	66	70	80	x	68	x	0	0	67	x	80	x	82	70	57	54	x	x	66	x	x	x	74	x	x	x	86	74	x	78
Corporate Culture and Communications - AVERAGE	79	12	85	76	77	76	94	0	80	78	79	x	0	78	83	88	x	80	x	0	0	79	x	84	x	87	79	76	71	x	x	79	x	x	x	82	x	x	x	94	82	x	86
ROLE SATISFACTION																																											
I like the type of work that I do	85	8	81	82	90	90	100	0	76	84	91	x	0	87	89	80	x	87	x	0	0	85	x	70	x	96	83	85	75	x	x	82	x	x	x	96	x	x	x	100	96	x	89
I am given enough authority to make decisions I need to make	86	8	85	82	86	92	100	0	86	85	89	x	0	88	87	80	x	87	x	0	0	86	x	80	x	93	89	83	75	x	x	87	x	x	x	93	x	x	x	86	93	x	89
I believe my job is secure	87	7	83	85	84	94	100	0	86	87	85	x	0	88	88	60	x	88	x	0	0	87	x	90	x	96	83	85	83	x	x	87	x	x	x	87	x	x	x	86	87	x	100
Deadlines at this dealership are realistic	70	18	80	70	66	63	90	0	82	68	65	x	0	68	77	100	x	73	x	0	0	70	x	78	x	77	72	67	61	x	x	74	x	x	x	67	x	x	x	100	67	x	89
I feel I am valued in this dealership	78	10	75	71	83	79	100	0	69	75	81	x	0	77	81	80	x	79	x	0	0	78	x	60	x	95	72	78	63	x	x	73	x	x	x	80	x	x	x	100	80	x	78
I feel part of a team working toward a shared goal	87	8	85	84	84	92	100	0	83	85	85	x	0	87	90	80	x	87	x	0	0	87	x	90	x	98	84	86	79	x	x	89	x	x	x	89	x	x	x	100	89	x	89
I am able to maintain a reasonable balance between work and my personal life	77	15	88	74	69	77	90	0	83	75	72	x	0	79	77	80	x	78	x	0	0	77	x	80	x	77	80	76	67	x	x	73	x	x	x	83	x	x	x	100	83	x	89
My job makes good use of my skills and abilities	80	10	75	74	88	87	100	0	66	77	89	x	0	79	88	100	x	81	x	0	0	81	x	40	x	95	75	84	71	x	x	74	x	x	x	87	x	x	x	100	87	x	89
I have a clear understanding of my job role	87	9	96	86	81	87	100	0	93	88	83	x	0	89	88	100	x	88	x	0	0	87	x	90	x	95	87	85	83	x	x	90	x	x	x	93	x	x	x	86	93	x	89
I understand the importance of my role to the success of the dealership	87	5	88	82																																							

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TRAINING, DEVELOPMENT AND RESOURCES																																											
This dealership provided as much initial training as I needed	53	34	69	45	48	48	88	0	52	49	60	x	0	53	55	80	x	55	x	0	0	52	x	80	x	58	49	55	33	x	x	42	x	x	x	67	x	x	x	86	67	x	67
This dealership provides as much ongoing training as I need	64	25	77	60	59	60	70	0	69	62	61	x	0	64	68	80	x	67	x	0	0	63	x	70	x	72	66	61	46	x	x	58	x	x	x	74	x	x	x	86	74	x	78
This dealership provides the technology, equipment and resources I need to do my job well	89	5	88	88	93	85	100	0	86	92	81	x	0	86	94	80	x	90	x	0	0	89	x	90	x	95	88	90	79	x	x	95	x	x	x	87	x	x	x	100	87	x	89
The computer or other hardware I use to do my job is dependable	96	3	96	96	97	96	100	0	93	96	98	x	0	97	97	90	x	98	x	0	0	96	x	100	x	93	98	92	x	x	95	x	x	x	100	x	x	x	100	100	x	89	
The software and programme applications I use to do my job are adequate	86	9	87	79	86	86	90	0	86	89	83	x	0	87	90	80	x	88	x	0	0	86	x	90	x	93	78	89	83	x	x	89	x	x	x	83	x	x	x	100	83	x	89
Technology issues are resolved in a timely manner	84	7	88	78	79	88	100	0	86	84	85	x	0	84	87	80	x	85	x	0	0	83	x	80	x	88	84	82	x	x	82	x	x	x	89	x	x	x	100	89	x	89	
Technology issues affecting my work are communicated to me in a timely manner	88	8	87	85	91	88	100	0	90	91	83	x	0	89	89	80	x	90	x	0	0	88	x	80	x	95	88	84	92	x	x	89	x	x	x	87	x	x	x	100	87	x	100
I understand what is expected for career advancement	65	24	73	53	69	73	80	0	72	66	69	x	0	60	77	80	x	67	x	0	0	65	x	80	x	86	59	61	50	x	x	69	x	x	x	72	x	x	x	86	72	x	78
I am encouraged to explore growth or advancement opportunities within the dealership	73	13	82	69	71	71	90	0	76	75	70	x	0	69	79	80	x	74	x	0	0	73	x	100	x	84	70	67	71	x	x	77	x	x	x	82	x	x	x	86	82	x	89
There is room for me to advance at this dealership	80	11	90	75	78	81	80	0	86	81	72	x	0	77	85	100	x	82	x	0	0	80	x	78	x	93	80	74	75	x	x	87	x	x	x	85	x	x	x	100	85	x	89
I trust that if I do good work, I will be considered for a promotion	72	18	84	63	78	65	100	0	79	72	69	x	0	73	76	80	x	75	x	0	0	72	x	76	x	88	74	67	58	x	x	76	x	x	x	76	x	x	x	86	76	x	89
Training, Development and Resources - AVERAGE	77	14	84	72	77	77	91	0	80	78	76	x	0	76	82	82	x	79	x	0	0	77	x	83	x	86	75	75	69	x	x	78	x	x	x	82	x	x	x	94	82	x	86
PAY AND BENEFITS																																											
My pay is fair for the work I perform	62	27	73	52	62	60	100	0	55	53	76	x	0	63	65	40	x	64	x	0	0	62	x	50	x	67	45	74	63	x	x	44	x	x	x	70	x	x	x	100	70	x	67
Overall, I'm satisfied with this dealership's benefits scheme	77	11	90	75	74	71	100	0	86	74	76	x	0	77	81	100	x	79	x	0	0	78	x	90	x	82	75	77	70	x	x	77	x	x	x	78	x	x	x	100	78	x	89
I'm satisfied with the amount of holiday (or Paid Time Off)	86	6	88	84	86	90	90	0	83	87	89	x	0	88	85	100	x	89	x	0	0	86	x	80	x	96	81	86	79	x	x	89	x	x	x	89	x	x	x	100	89	x	100
I'm satisfied with the sick leave policy	84	6	88	78	87	88	89	0	75	84	86	x	0	88	80	75	x	86	x	0	0	84	x	67	x	90	79	87	78	x	x	83	x	x	x	84	x	x	x	100	84	x	100
I'm satisfied with the amount of healthcare paid for	81	9	92	77	82	75	100	0	81	84	75	x	0	81	83	100	x	83	x	0	0	82	x	67	x	91	84	76	73	x	x	83	x	x	x	80	x	x	x	100	80	x	100
I'm satisfied with the dental benefits	75	10	81	76	73	69	89	0	74	76	73	x	0	77	75	100	x	78	x	0	0	75	x	33	x	89	70	74	75	x	x	71	x	x	x	79	x	x	x	100	79	x	89
I'm satisfied with the vision care benefits	81	5	91	79	82	70	88	0	78	82	72	x	0	78	83	100	x	81	x	0	0	81	x	70	x	89	83	74	79	x	x	78	x	x	x	80	x	x	x	100	80	x	100
I'm satisfied with the pension scheme	74	12	78	71	78	65	100	0	86	76	62	x	0	71	82	100	x	76	x	0	0	74	x	78	x	85	74	69	67	x	x	67	x	x	x	80	x	x	x	100	80	x	100
I'm satisfied with the life insurance benefits	85	2	90	82	82	84	100	0	90	86	79	x	0	81	88	100	x	85	x	0	0	85	x	80	x	89	85	81	87	x	x	80	x	x	x	78	x	x	x	100	78	x	100
I'm satisfied with the disability benefits	83	3	92	77	80	84	100	0	86	85	76	x	0	78	88	100	x	83	x	0	0	83	x	80	x	87	82	79	87	x	x	80	x	x	x	77	x	x	x	100	77	x	100
I'm satisfied with the training reimbursement benefits	69	8	80	62	69	65	100	0	57	69	72	x	0	66	74	100	x	70	x	0	0	69	x	44	x	87	69	63	59	x	x	63	x	x	x	59	x	x	x	100	59	x	100
Pay and Benefits - AVERAGE	78	9	86	74	78	75	96	0	77	78	76	x	0	77	80	92	x	80	x	0	0	78	x	67	x	87	75	76	74	x	x	74	x	x	x	78	x	x	x	100	78	x	95
OVERALL ENGAGEMENT																																											
Overall, I am very satisfied with my employer	89	6	90	84	90	94	100	0	86	88	93	x	0	89	93	100	x	90	x	0	0	89	x	90	x	98	83	89	88	x	x	87	x	x	x	96	x	x	x	100	96	x	89
Most days, I look forward to going to work	75	13	79	77	74	65	100	0	69	73	74	x	0	73	83	80	x	75	x	0	0	75	x	50	x	84	72	75	63	x	x	73	x	x	x	85	x	x	x	86	85	x	67
My job provides me with a sense of meaning and purpose	74	15	69	68	74	83	100	0	66	72	80	x	0	74	81	80	x	75	x	0	0	74	x	50	x	84	68	76	75	x	x	69	x	x	x	76	x	x	x	86	76	x	67
I am proud to work for this dealership	87	5	87	84	86	90	100	0	86	86	87	x	0	85	92	80	x	88	x	0	0	87	x	90	x	95	86	85	83	x	x	89	x	x	x	89	x	x	x	86	89	x	89
I feel this dealership has created an environment where I can do my best work	78	11	81	74	78	77	100	0	78	79	72	x	0	76	86	80	x	79	x	0	0	78	x	90	x	93	76	74	63	x	x	81	x	x	x	80	x	x	x	86	80	x	78
I am willing to give extra effort to help this dealership succeed	83	3	94	93	91	94	100	0	90	92	88	x	0	93	96	100	x	94	x	0	0	93	x	80	x	98	89	94	96	x	x	90	x	x	x	96	x	x	x	100	96	x	89
I plan to continue my career with this dealership for at least two more years	83	7	85	75	83	90	100	0	86	80	80	x	0	82	90	100	x	84	x	0	0	83	x	80	x	93	80	81	79	x	x	82	x	x	x	87	x	x	x	86	87	x	89
I would recommend this dealership's products/services to a friend	83	6	84	82	79	83	100	0	86	80	83	x	0	83	89	80	x	85	x	0	0	83	x	80	x	91	83	81	75	x	x	82	x	x	x	91	x	x	x	86	81	x	89
I would recommend working here to a friend	82	7	81	81	83	77	100	0	86	78	83	x	0	78	92	100	x	83	x	0	0	81	x	70	x	88	80	82	79	x	x	79	x	x	x	87	x	x	x	86	87	x	89
Overall Engagement - AVERAGE	83	8	<																																								